

## *Summary*

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- **Government regulations protecting light users are not required given current marketplace dynamics**
- **Unnecessary regulations should be eliminated to allow the marketplace to function freely**
- **Changes in USF allocation will significantly improve the attractiveness of the light user to the industry**

TAB 3

### AT&T CURRENT RATES - EFFECTIVE 12/16/94

| BAND | RATE<br>MILEAGE | DAY      |           | EVE      |           | NWW      |           |
|------|-----------------|----------|-----------|----------|-----------|----------|-----------|
|      |                 | INIT MIN | ADD'L MIN | INIT MIN | ADD'L MIN | INIT MIN | ADD'L MIN |
| 1    | 1-10            | \$0.2400 | \$0.2400  | \$0.1400 | \$0.1400  | \$0.1200 | \$0.1200  |
| 2    | 11-22           | \$0.2400 | \$0.2400  | \$0.1400 | \$0.1400  | \$0.1300 | \$0.1300  |
| 3    | 23-55           | \$0.2500 | \$0.2500  | \$0.1600 | \$0.1600  | \$0.1300 | \$0.1300  |
| 4    | 56-124          | \$0.2600 | \$0.2600  | \$0.1600 | \$0.1600  | \$0.1400 | \$0.1400  |
| 5    | 125-292         | \$0.2700 | \$0.2700  | \$0.1600 | \$0.1600  | \$0.1400 | \$0.1400  |
| 6    | 293-430         | \$0.2700 | \$0.2700  | \$0.1700 | \$0.1700  | \$0.1400 | \$0.1400  |
| 7    | 431-925         | \$0.2700 | \$0.2700  | \$0.1700 | \$0.1700  | \$0.1400 | \$0.1400  |
| 8    | 926-1910        | \$0.2700 | \$0.2700  | \$0.1700 | \$0.1700  | \$0.1400 | \$0.1400  |
| 9    | 1911-3000       | \$0.2800 | \$0.2800  | \$0.1700 | \$0.1700  | \$0.1500 | \$0.1500  |
| 10   | 3001-4250       | \$0.3100 | \$0.3100  | \$0.2200 | \$0.2200  | \$0.1700 | \$0.1700  |
| 11   | 4251-5750       | \$0.3400 | \$0.3400  | \$0.2300 | \$0.2300  | \$0.1700 | \$0.1700  |

### MCI CURRENT RATES - EFFECTIVE 12/16/94

| BAND | RATE<br>MILEAGE | DAY      |           | EVE      |           | NWW      |           |
|------|-----------------|----------|-----------|----------|-----------|----------|-----------|
|      |                 | INIT MIN | ADD'L MIN | INIT MIN | ADD'L MIN | INIT MIN | ADD'L MIN |
| 1    | 1-10            | \$0.2399 | \$0.2399  | \$0.1399 | \$0.1399  | \$0.1199 | \$0.1199  |
| 2    | 11-22           | \$0.2399 | \$0.2399  | \$0.1399 | \$0.1399  | \$0.1299 | \$0.1299  |
| 3    | 23-55           | \$0.2499 | \$0.2499  | \$0.1599 | \$0.1599  | \$0.1299 | \$0.1299  |
| 4    | 56-124          | \$0.2599 | \$0.2599  | \$0.1599 | \$0.1599  | \$0.1399 | \$0.1399  |
| 5    | 125-292         | \$0.2699 | \$0.2699  | \$0.1599 | \$0.1599  | \$0.1399 | \$0.1399  |
| 6    | 293-430         | \$0.2699 | \$0.2699  | \$0.1699 | \$0.1699  | \$0.1399 | \$0.1399  |
| 7    | 431-925         | \$0.2699 | \$0.2699  | \$0.1699 | \$0.1699  | \$0.1399 | \$0.1399  |
| 8    | 926-1910        | \$0.2699 | \$0.2699  | \$0.1699 | \$0.1699  | \$0.1399 | \$0.1399  |
| 9    | 1911-3000       | \$0.2799 | \$0.2799  | \$0.1699 | \$0.1699  | \$0.1499 | \$0.1499  |
| 10   | 3001-4250       | \$0.3099 | \$0.3099  | \$0.2199 | \$0.2199  | \$0.1699 | \$0.1699  |
| 11   | 4251-5750       | \$0.3399 | \$0.3399  | \$0.2299 | \$0.2299  | \$0.1699 | \$0.1699  |

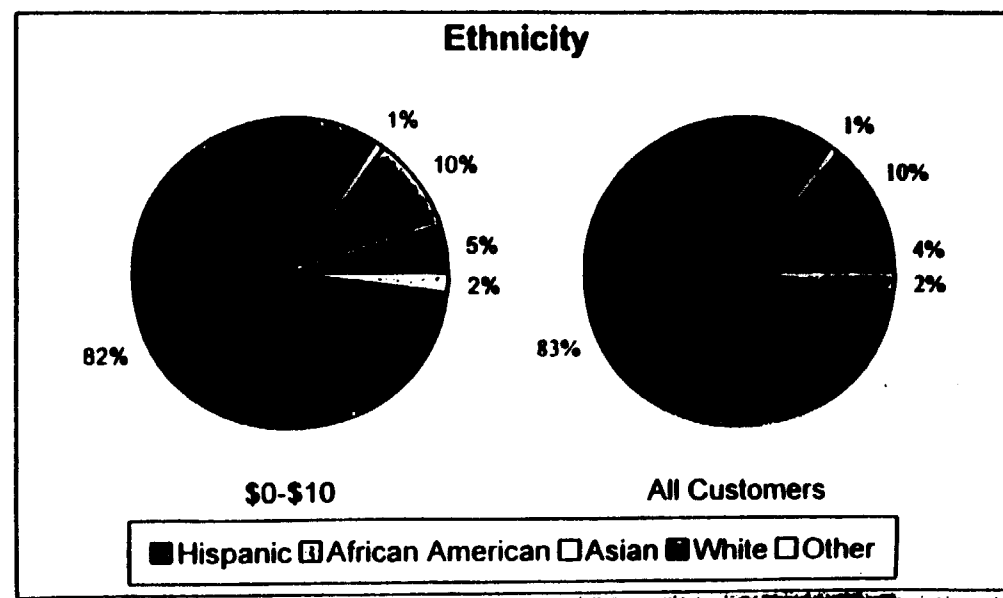
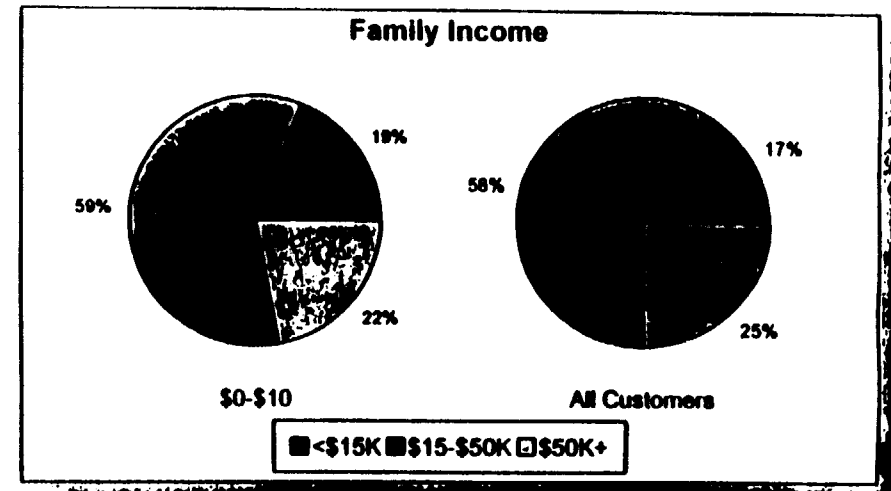
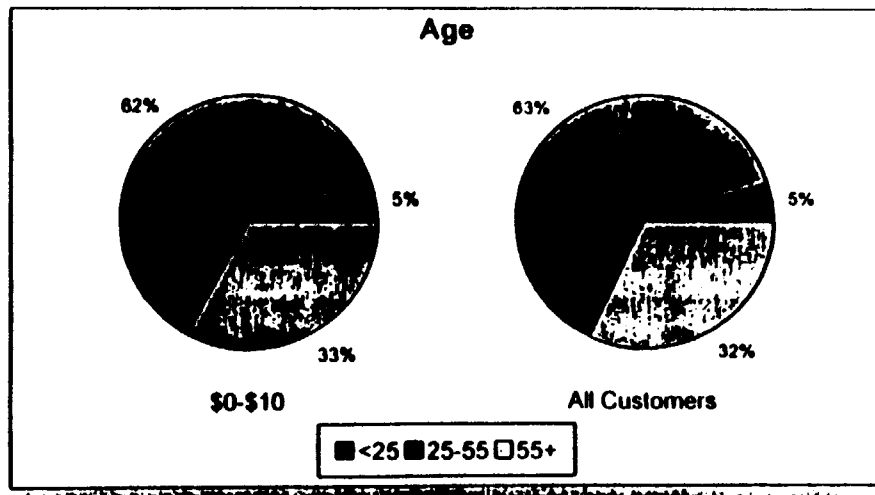
### SPRINT CURRENT RATES - EFFECTIVE 12/16/94

| BAND | RATE<br>MILEAGE | DAY      |           | EVE      |           | NWW      |           |
|------|-----------------|----------|-----------|----------|-----------|----------|-----------|
|      |                 | INIT MIN | ADD'L MIN | INIT MIN | ADD'L MIN | INIT MIN | ADD'L MIN |
| 1    | 1-10            | \$0.2400 | \$0.2400  | \$0.1400 | \$0.1400  | \$0.1200 | \$0.1200  |
| 2    | 11-22           | \$0.2400 | \$0.2400  | \$0.1400 | \$0.1400  | \$0.1300 | \$0.1300  |
| 3    | 23-55           | \$0.2500 | \$0.2500  | \$0.1600 | \$0.1600  | \$0.1300 | \$0.1300  |
| 4    | 56-124          | \$0.2600 | \$0.2600  | \$0.1600 | \$0.1600  | \$0.1400 | \$0.1400  |
| 5    | 125-292         | \$0.2700 | \$0.2700  | \$0.1600 | \$0.1600  | \$0.1400 | \$0.1400  |
| 6    | 293-430         | \$0.2700 | \$0.2700  | \$0.1700 | \$0.1700  | \$0.1400 | \$0.1400  |
| 7    | 431-925         | \$0.2700 | \$0.2700  | \$0.1700 | \$0.1700  | \$0.1400 | \$0.1400  |
| 8    | 926-1910        | \$0.2700 | \$0.2700  | \$0.1700 | \$0.1700  | \$0.1400 | \$0.1400  |
| 9    | 1911-3000       | \$0.2800 | \$0.2800  | \$0.1700 | \$0.1700  | \$0.1500 | \$0.1500  |
| 10   | 3001-4250       | \$0.3100 | \$0.3100  | \$0.2200 | \$0.2200  | \$0.1700 | \$0.1700  |
| 11   | 4251-5750       | \$0.3400 | \$0.3400  | \$0.2300 | \$0.2300  | \$0.1700 | \$0.1700  |

TAB 4

## Com. tition - Customers' Freedom of Choice

**Customers with lower long distance usage are similar to all customers along several key demographics.**



TAB 5

# AT&T Consumer Promotions -- 1994

(January - June)

- Domestic Dial 1 -

| <u>Promotions</u>                 | <u>Description</u>                 | <u>Availability</u> | <u>Trans #</u> | <u>Filed Date</u> | <u>Eff. Date</u> | <u>Exp. Date</u> | 12/31/93                             | Projected(2)     | Actual(3)        | <u>Differential</u> |
|-----------------------------------|------------------------------------|---------------------|----------------|-------------------|------------------|------------------|--------------------------------------|------------------|------------------|---------------------|
|                                   |                                    |                     |                |                   |                  |                  | API Annualized(1)<br><u>Headroom</u> | <u>Discounts</u> | <u>Discounts</u> |                     |
| LDC Promo                         | 2 Colleges LDC Promos              | All NPAs            | 5389           | 7/1/93            | 7/15/93          | 6/30/94          | 0.353                                | 0.353            |                  |                     |
| LDMTS                             | EasyReach Promotion                | All NPAs            | 6301           | 12/29/93          | 1/12/94          | 3/17/94          | 0.026                                | 0.006            |                  |                     |
| LDMTS Customer Satisfaction Promo | Free Month: \$25 Threshold to Win  | All NPAs            | 5483           | 7/20/93           | 8/3/93           | 4/16/94          | 6.353                                | 4.717            |                  |                     |
| LDMTS Promo                       | \$40 LDC to Winback                | 7 LECs              | 6244           | 12/17/93          | 12/31/93         | 4/16/94          | 24.075                               | 7.981            | 10.449           | 2.468               |
| LDMTS Promo                       | True Voice 1 Hr Calling \$10.20 Wi | All NPAs            | 6274           | 12/22/93          | 1/5/94           | 2/19/94          | 0.004                                | 0.001            |                  |                     |
| LDMTS Basic Schedule NPA Vol Disc | Basic Schedule NPA VDP             | All NPAs            | 6060           | 11/16/93          | 11/30/93         | 2/14/94          | 106.431                              | 26.535           | 36.322           | 9.787               |
| LDMTS CIID/891 Card               | \$20 to CIID Inpic                 | All NPAs            | 5760           | 9/16/93           | 9/30/93          | 3/17/94          | 1.600                                | 0.802            |                  |                     |
| LDMTS Customer Satisfaction Promo | Free Time                          | All NPAs            | 4663           | 12/18/92          | 1/1/93           | 4/16/94          | 38.697                               | 40.181           | 53.718           | 13.537              |
| LDMTS Customer Satisfaction Promo | Free Month                         | All NPAs            | 5009           | 4/7/93            | 4/21/93          | 4/16/94          | 37.412                               | 27.470           | 21.252           | -6.218              |
| LDMTS LA Earthquake Pub Svc Offer | 10 Min Cellular Call               | LA                  | 6377           | 1/21/94           | 2/4/94           | 2/21/94          | 2.852                                | 0.250            |                  |                     |
| LDMTS Promo                       | Relocation Vol Discount            | All NPAs            | 5831           | 9/29/93           | 10/13/93         | 9/28/94          |                                      | 0.473            |                  |                     |
| LDMTS Promo                       | LDMTS Penn State Promo             | All NPAs            | 6588           | 3/4/94            | 3/18/94          | 6/1/94           | 2.939                                | 0.725            |                  |                     |
| LDMTS Promo                       | Revision of EAS Charge             | All NPAs            | 6816           | 4/18/94           | 5/2/94           | 6/15/94          | 0.031                                | 0.005            |                  |                     |
| LDMTS Promo                       | Winback                            | All NPAs            | 6854           | 4/18/94           | 5/2/94           | 8/1/94           | 1.040                                | 0.302            |                  |                     |
| LDMTS Promo                       | \$25 Loyalty                       | All NPAs            | 6925           | 5/5/94            | 5/19/94          | 6/16/94          | 148.128                              | 17.451           | 22.293           | 4.842               |
| LDMTS Promo                       | Block of Time                      | All NPAs            | 7087           | 6/10/94           | 6/24/94          | 12/17/94         | 0.100                                | 0.052            |                  |                     |
| LDMTS Promo                       | Match Winback Promo                | All NPAs            | 7066           | 11/4/94           | 11/18/94         | 12/3/94          | 7.160                                | 0.588            |                  |                     |
| LDMTS Promo Extend [5453]         | \$25 LEC Bill Message              | All NPAs            | 6234           | 1/15/94           | 1/29/94          | 7/17/94          | 5.400                                | 2.722            |                  |                     |
| LDMTS Promo Extend [5637]         | \$15 Minimum to Winback            | All NPAs            | 6234           | 12/16/93          | 12/30/93         | 7/17/94          | 21.210                               | 12.435           |                  |                     |
| LDMTS Promo Extend Others         | PACTEL Winback LDC Promo           | PACTEL              | 6439           | 2/2/94            | 2/16/94          | 4/15/94          | 2.630                                | 0.526            |                  |                     |
| LDMTS Promotion                   | \$40 LDC in C&P Terr..             | 2 LECs              | 6882           | 4/28/94           | 5/12/94          | 6/16/94          | 0.834                                | 0.114            |                  |                     |
| LDMTS Volume Discount Promo       | 25% one NPA & 15% All others       | All NPAs            | 4832           | 2/17/93           | 3/3/93           | 2/14/94          | 85.400                               | 84.932           | 91.348           | 6.416               |
| LDMTS Winback LDC Promo           | PNC Bank Custs to Winback          | All NPAs            | 5925           | 10/19/93          | 11/2/93          | 1/18/94          | 0.760                                | 0.192            |                  |                     |
| ReachOut America                  | ReachOut Installation              | All NPAs            | 5263           | 6/7/93            | 6/21/93          | 2/14/94          | 0.042                                | 0.029            |                  |                     |
| <b>Subtotal This Page</b>         |                                    |                     |                |                   |                  |                  | 493.124                              | 228.489          | 235.382          | 30.832              |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

## AT&T Consumer Promotions -- 1994

(January - June)

True Rewards & True USA (Actuals reported by 8/15/94 letter to R. Metzner)

| Promotions   | Description                            | Availability | Trans # | Filed Date | Eff. Date | API<br>Exp. Date | Annualized(1)<br>Headroom | Projected(2)<br>Discounts | Actual(3)<br>Discounts | Differential |
|--------------|--|--------------|---------|------------|-----------|------------------|---------------------------|---------------------------|------------------------|--------------|
| True Rewards | Original \$25 + Single Points          | All NPAs     | 6256    | 12/17/93   | 12/31/93  | 12/16/94         | 241.065                   | 241.065                   |                        |              |
| True Rewards | April Double Points Promo              | All NPAs     | 6488    | 2/15/94    | 3/1/94    | 4/16/94          | 69.128                    | 11.553                    |                        |              |
| True Rewards | Loyalty Program Promo                  | All NPAs     | 6600    | 3/8/94     | 3/22/94   | 12/17/94         | 0.766                     | 0.598                     |                        |              |
| True Rewards | Revise [6600]                          | All NPAs     | 6799    | 4/15/94    | 4/29/94   | 12/5/94          | 1.018                     | 0.655                     |                        |              |
| True Rewards | Acquisition Enhancement                | All NPAs     | 6649    | 3/17/94    | 3/31/94   | 12/17/94         | 30.677                    | 23.197                    |                        |              |
| True Rewards | Loyalty for ICO Customers              | All NPAs     | 6406    | 1/26/94    | 2/9/94    | 12/19/94         | 1.180                     | 1.060                     |                        |              |
| True Rewards | Puerto Rico and Virgin Islands         | All NPAs     | 6550    | 2/25/94    | 3/11/94   | 12/4/94          | 0.016                     | 0.012                     |                        |              |
| True Rewards | Revise [6256]                          | All NPAs     | 6638    | 3/16/94    | 3/30/94   | 12/16/94         | 3.293                     | 2.490                     |                        |              |
| True Rewards | \$75 + Double Points                   | All NPAs     | 6794    | 4/15/94    | 4/29/94   | 12/5/94          | 129.046                   | 83.084                    |                        |              |
| True Rewards | Personal Choice Card                   | All NPAs     | 7142    | 6/20/94    | 7/4/94    | 12/16/94         | 0.288                     | 0.142                     |                        |              |
|              | <b>Subtotal True Rewards</b>           |              |         |            |           |                  | 476.477                   | 363.858                   |                        |              |
| True USA     | Original Promo                         | All NPAs     | 6290    | 12/27/93   | 1/10/94   | 12/16/94         | 418.413                   | 406.950                   |                        |              |
| True USA     | \$75 + 30% Promo                       | All NPAs     | 7065    | 6/7/94     | 6/21/94   | 12/17/94         | 97.968                    | 52.071                    |                        |              |
| True USA     | Winback Enhancement                    | All NPAs     | 7127    | 6/17/94    | 7/1/94    | 12/26/94         | 5.32                      | 2.813                     |                        |              |
| True USA     | <b>Subtotal True USA</b>               |              |         |            |           |                  | 521.701                   | 461.833                   |                        |              |
|              | <b>Subtotal True USA &amp; Rewards</b> |              |         |            |           |                  | 998.178                   | 825.691                   |                        |              |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.



## AT&T Consumer Promotions -- 1994

(January - June)

- Card and Operator Services -

| Promotions                           | Description                      | Availability | Trans # | Filed Date | Eff. Date | API Exp. Date | Annualized(1) Headroom | Projected(2) Discounts | Actual (3) Discounts | Differential |
|--------------------------------------|----------------------------------|--------------|---------|------------|-----------|---------------|------------------------|------------------------|----------------------|--------------|
| Calling Card & Operator Services     | 3 Month Extension                | All NPAs     | 6795    | 4/15/94    | 4/29/94   | 7/17/94       | 18.120                 | 4.667                  |                      |              |
| Calling Card & Operator Services     | Revisions [6795]                 | All NPAs     | 7117    | 6/16/94    | 6/30/94   | 7/27/94       | 2.540                  | 0.292                  |                      |              |
| Calling Card & Operator Services     | Additional 5%                    | All NPAs     | 6483    | 2/14/94    | 2/28/94   | 4/16/94       | 18.140                 | 3.081                  |                      |              |
| Calling Card & Operator Services     | 25% Discount                     | All NPAs     | 6636    | 3/15/94    | 3/29/94   | 4/16/94       | -2.129                 | -0.192                 |                      |              |
| Calling Card & Operator Services     | Extend Others                    | All NPAs     | 6360    | 1/14/94    | 1/28/94   | 6/16/94       | 22.210                 | 9.371                  |                      |              |
| Operator Services Promo # 3          | 1-800-Operator: \$0.15/Min       | All NPAs     | 5331    | 6/18/93    | 7/2/93    | 1/17/94       |                        |                        |                      |              |
| Operator Service [5331]              | Collect Calling Pgm No 3 Ext.    | All NPAs     | 6198    | 12/9/93    | 12/23/93  | 1/17/94       |                        |                        |                      |              |
| Calling Card & Operator Services     | 1-800-CALLATT Promotion          | All NPAs     | 6289    | 12/27/93   | 1/10/94   | 4/16/94       |                        |                        |                      |              |
| Calling Card & Operator Services     | 1-800-CallATT Canada Promo       | All NPAs     | 6917    | 5/4/94     | 5/18/94   | 7/17/94       |                        |                        |                      |              |
| Calling Card & Operator Svcs Pub Svc | 1-800-Operator Earthquake Pub Sv | LA           | 6377    | 1/21/94    | 2/4/94    | 2/4/94        |                        |                        |                      |              |
| Subtotal 1-800 CALLATT               |                                  |              |         |            |           |               | 87.769                 | 22.822                 |                      |              |
| Card Only Plan No 1 Extension [5700] | \$12 to OCP Custs w/Quality Call | All NPAs     | 5857    | 10/4/93    | 10/18/93  | 4/16/94       | 0.083                  | 0.044                  |                      |              |
| Card Only Plan No 1. Promo           | \$12 to OCP Custs w/Quality Call | All NPAs     | 5700    | 9/3/93     | 9/17/93   | 4/16/94       |                        |                        |                      |              |
| CIID Card Loyalty Promo              | LDC to Former Inactives          | All NPAs     | 6493    | 2/15/94    | 3/1/94    | 9/16/94       | 0.096                  | 0.056                  |                      |              |
| CIID/891 Card; Operator Services     | 15% OPH                          | All NPAs     | 5328    | 6/18/93    | 7/2/93    | 2/14/94       | 1.906                  | 1.264                  |                      |              |
| CIID/891 Card                        | 15% CIID                         | All NPAs     | 5338    | 6/22/93    | 7/6/93    | 2/14/94       | 3.642                  | 2.375                  |                      |              |
| CIID/891 Card                        | Card Blackout #1 LDC Promo       | All NPAs     | 6464    | 2/7/94     | 2/21/94   | 8/17/94       | 0.132                  | 0.069                  |                      |              |
| CIID/891 Card                        | USA Direct                       | All NPAs     | 7074    | 6/9/94     | 6/23/94   | 12/17/94      | 0.054                  | 0.028                  |                      |              |
| CIID/891 Card and LDC Extend [5328]  | 15% Extension                    | All NPAs     | 5897    | 10/15/93   | 10/29/93  | 2/14/94       | 5.072                  | 1.709                  |                      |              |
| CIID/891 Card Promo                  | Personal Choice Card LDC Promo   | All NPAs     | 6098    | 11/19/93   | 12/3/93   | 4/16/94       | 0.065                  | 0.027                  |                      |              |
| Operator Services                    | Add 800-OP Volumes               | All NPAs     | 6572    | 3/1/94     | 3/15/94   | 4/16/94       | 0.617                  | 0.079                  |                      |              |
| Operator Services Collect Call Pgm 3 | Reduced Disc to >= 25%           | All NPAs     | 6637    | 3/15/94    | 3/29/94   | 6/16/94       | 3.950                  | 1.017                  |                      |              |
| Operator Services Promo              | Operator Services                | All NPAs     | 6815    | 4/18/94    | 5/2/94    | 7/17/94       | 0.013                  | 0.003                  |                      |              |
| Operator Services Promo              | Military Card LCD Promo          | All NPAs     | 6954    | 5/12/94    | 5/26/94   | 7/17/94       | 0.042                  | 0.008                  |                      |              |
| Subtotal This Page                   |                                  |              |         |            |           |               | 162.322                | 46.721                 | 0.000                | 0.000        |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

# AT&T Consumer Promotions -- 1994

(January - June)

- International -

| Promotions                             | Description                      | Availability | Trans # | Filed Date | Eff. Date | Exp. Date | API | Annualized(1) | Projected(2) | Actual (3) | Differential |
|--|----------------------------------|--------------|---------|------------|-----------|-----------|-----|---------------|--------------|------------|--------------|
|  |                                  |              |         |            |           |           |     | Headroom      | Discounts    | Discounts  |              |
| IMTS & ReachOut                        | Feet on Street Promo             | All NPAs     | 5591    | 8/12/93    | 8/26/93   | 8/11/94   |     | 4.800         | 4.800        |            |              |
| IMTS & ROW Filipino                    | LDC & Intl Promo                 | All NPAs     | 6072    | 11/17/93   | 12/1/93   | 3/17/94   |     | 0.388         | 0.129        |            |              |
| IMTS / ROW and IBLD                    | ROW Canada Consumer              | All NPAs     | 6989    | 5/18/94    | 6/1/94    | 6/17/94   |     | 1.959         | 0.166        |            |              |
| IMTS / ROW and IBLD                    | 15% IMTS Canada                  | All NPAs     | 6989    | 5/18/94    | 6/1/94    | 6/17/94   |     | 8.688         | 0.738        |            |              |
| IMTS / ROW and IBLD                    | ROW Canada Commerical            | All NPAs     | 6989    | 5/18/94    | 6/1/94    | 6/17/94   |     | 0.040         | 0.003        |            |              |
| IMTS LDC Promo No. 1                   | IMTS Promo                       | All NPAs     | 6710    | 3/29/94    | 4/12/94   | 9/16/94   |     | 0.288         | 0.136        |            |              |
| IMTS LDC Promo No. 2                   | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   |     | 0.151         | 0.038        |            |              |
| IMTS LDC Promo No. 5                   | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   |     | 0.068         | 0.017        |            |              |
| IMTS LDC Promo No.3                    | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   |     | 0.460         | 0.116        |            |              |
| IMTS LDC Promo No.4                    | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   |     | 0.477         | 0.120        |            |              |
| IMTS LDC Promo No.6                    | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   |     | 0.080         | 0.020        |            |              |
| IMTS Promo                             | LDC Promo                        | All NPAs     | 6310    | 12/30/93   | 1/13/94   | 12/17/94  |     | 0.272         | 0.263        |            |              |
| IMTS Promo                             | Extension                        | All NPAs     | 6458    | 2/4/94     | 2/18/94   | 8/4/94    |     | 0.893         | 0.445        |            |              |
| IMTS Promo                             | Club International LDC           | All NPAs     | 6620    | 3/10/94    | 3/17/94   | 12/17/94  |     | 0.028         | 0.022        |            |              |
| IMTS Promo                             | Club International LDC           | All NPAs     | 6590    | 3/4/94     | 3/18/94   | 12/17/94  |     | 0.381         | 0.302        |            |              |
| IMTS Promo                             | Puerto Rico Winback [6433] Rev   | All NPAs     | 6876    | 4/18/94    | 5/2/94    | 11/16/94  |     | 0.050         | 0.029        |            |              |
| IMTS Promo - LDC                       | Int'l Virgin Island/Puerto Rico  | All NPAs     | 7640    | 10/19/94   | 11/2/94   | 11/29/94  |     | 0.210         | 0.024        |            |              |
| IMTS Promo No. VII                     | 20% Mexico EAS                   | All NPAs     | 6945    | 5/10/94    | 5/24/94   | 11/16/94  |     | 0.050         | 0.026        |            |              |
| Intl Promo Rev [4680 & 5385]           | International Reward Program     | All NPAs     | 5793    | 9/22/93    | 10/6/93   | 3/17/94   |     | 4.822         | 2.338        |            |              |
| International LDC Promo                | \$38.00 Credit                   | All NPAs     | 5512    | 7/27/93    | 8/10/93   | 7/26/94   |     | 0.196         | 0.196        |            |              |
| International ReachOut                 | ReachOut World On Sale           | All NPAs     | 5113    | 5/6/93     | 5/20/93   | 5/5/94    |     | 21.376        | 21.376       | 16.392     | -4.984       |
| International Special Country IV Promo | 50% Weekend Calls                | All NPAs     | 6360    | 1/14/94    | 1/28/94   | 8/17/94   |     | 30.215        | 17.881       |            |              |
| International Special Country IV Promo | 50% New TW Customers             | All NPAs     | 6715    | 3/30/94    | 4/13/94   | 8/17/94   |     | 0.061         | 0.024        |            |              |
| International Special Country IV Promo | 50% New TW Customers[6715]       | All NPAs     | 6896    | 4/29/94    | 5/13/94   | 11/16/94  |     | 0.300         | 0.166        |            |              |
| Klub Filipino Promotion                | LDC & International Promo        | All NPAs     | 6072    | 11/17/93   | 12/1/93   | 11/16/94  |     | 0.388         | 0.388        |            |              |
| Puerto Rico Winback LDC Promo          | Waive Carrier Change Charge      | All NPAs     | 6433    | 2/1/94     | 2/15/94   | 4/18/94   |     | 0.166         | 0.035        |            |              |
| ReachOut World                         | # One ROW                        | All NPAs     | 6024    | 11/9/93    | 11/23/93  | 4/16/94   |     | 2.064         | 0.899        |            |              |
| ReachOut World                         | \$18 LDC to TW Customers Retenti | All NPAs     | 6650    | 3/17/94    | 3/31/94   | 7/17/94   |     | 0.432         | 0.146        |            |              |
| ReachOut World                         | 20% Domestic Disc to TW Cust     | All NPAs     | 6485    | 2/14/94    | 2/28/94   | 2/13/95   |     | 22.159        | 22.159       |            |              |
| Subtotal This Page                     |                                  |              |         |            |           |           |     | 101.462       | 73.002       | 16.392     | -4.984       |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

**AT&T Consumer Promotions -- 1994**  
(January - June)

- International -

| <u>Promotions</u>                                      | <u>Description</u>            | <u>Availability</u> | <u>Trans #</u> | <u>Filed Date</u> | <u>Eff. Date</u> | <u>API Exp. Date</u> | <u>Annualized(1) Headroom</u> | <u>Projected(2) Discounts</u> | <u>Actual (3) Discounts</u> | <u>Differential</u> |
|--|-------------------------------|---------------------|----------------|-------------------|------------------|----------------------|-------------------------------|-------------------------------|-----------------------------|---------------------|
| ReachOut World 15% Promo                               | 15% True World                | All NPAs            | 6360           | 1/14/94           | 1/28/94          | 2/14/94              | 1.367                         | 0.120                         |                             |                     |
| ReachOut World 2 NonDial Promos                        | 15% True World                | All NPAs            | 6382           | 1/24/94           | 2/7/94           | 4/16/94              | 0.143                         | 0.033                         |                             |                     |
| ReachOut World 9 Promos                                | 15% True World                | All NPAs            | 6382           | 1/24/94           | 2/7/94           | 2/14/94              | 0.727                         | 0.044                         |                             |                     |
| ReachOut World CIID Card Promo                         | # One ROW                     | All NPAs            | 6024           | 11/9/93           | 11/23/93         | 1/17/94              | 0.871                         | 0.167                         |                             |                     |
| ReachOut World Promo                                   | Retention \$18 LDC to TW Cust | All NPAs            | 6650           | 3/17/94           | 3/31/94          | 12/17/94             | 2.164                         | 1.636                         |                             |                     |
| ReachOut World Spec Ctry Promo                         | # One ROW                     | All NPAs            | 6024           | 11/9/93           | 11/23/93         | 1/17/94              | 39.389                        | 7.554                         | 24.137                      | 16.583              |
| USA Direct   | Option A OCP Promo            | All NPAs            | 6986           | 5/18/94           | 6/1/94           | 11/16/94             | 0.827                         | 0.415                         |                             |                     |
| USAD / ROW   | India Promo ROW India         | All NPAs            | 6286           | 12/23/93          | 1/6/94           | 3/17/94              | 2.822                         | 0.657                         |                             |                     |
| <b>Subtotal This Page</b>                              |                               |                     |                |                   |                  |                      | 48.310                        | 10.625                        | 24.137                      | 16.583              |
| <b>Grand Total Without Trues</b>                       |                               |                     |                |                   |                  |                      | 703.756                       | 285.835                       | 259.519                     | 61.665              |
| <b>Grand Total With Trues</b>                          |                               |                     |                |                   |                  |                      | 1701.934                      | 1111.526                      |                             |                     |
| Percent of Total Promo \$ over \$10 M                  |                               |                     |                |                   |                  |                      | 92%                           |                               |                             |                     |
| Total Promotions with annualized headroom over \$10 M  |                               |                     |                |                   |                  |                      | 646.981                       |                               |                             |                     |
| Total Promotions with annualized headroom under \$10 M |                               |                     |                |                   |                  |                      | 56.775                        |                               |                             |                     |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

## AT&T Consumer Promotions -- 1994

(July - December)

- Domestic Dial 1 -

| <u>Promotions</u>                             | <u>Description</u>                  | <u>Availability</u> | <u>Trans #</u> | <u>Filed Date</u> | <u>Eff. Date</u> | <u>API</u><br><u>Exp. Date</u> | <u>Annualized(1)</u><br><u>Headroom</u> | <u>Projected(2)</u><br><u>Discounts</u> | <u>Actual(3)</u><br><u>Discounts</u> | <u>Differential</u> |
|---|-------------------------------------|---------------------|----------------|-------------------|------------------|--------------------------------|---|---|--------------------------------------|---------------------|
| LDMTS Promo                                   | Public Service - Free Calls         | All NPAs            | 3766           | 1/2/92            | 1/16/92          | ongoing                        | 0.769                                   |   |                                      |                     |
| LDMTS Promo                                   | Winback Promos [6234 & 5637]        | All NPAs            | 5637           | 8/20/93           | 9/3/93           | 8/19/94                        | 70.290                                  | 60.377                                  | 113.799                              | 53.422              |
| LDMTS Promo                                   | Relocation Vol Discount             | All NPAs            | 5831           | 9/29/93           | 10/13/93         | 9/28/94                        |   | 0.473                                   |                                      |                     |
| LDMTS Promo                                   | MEF Winback LDC Promo               | All NPAs            | 6422           | 1/28/94           | 2/11/94          | 1/27/95                        | 1.163                                   | 1.163                                   |                                      |                     |
| LDMTS Promo                                   | ReachOut America Install            | All NPAs            | 6661           | 3/18/94           | 4/1/94           | 12/26/94                       | 0.300                                   | 0.233                                   |                                      |                     |
| LDMTS Promo                                   | 4 LEC Winback Promo                 | 4 LECs              | 6794           | 4/15/94           | 4/29/94          | 9/16/94                        | 11.321                                  | 4.808                                   | * TBD                                |                     |
| LDMTS Promo                                   | Winback                             | All NPAs            | 6854           | 4/18/94           | 5/2/94           | 8/1/94                         | 1.040                                   | 0.302                                   |                                      |                     |
| LDMTS Promo                                   | Match Winback Promo                 | All NPAs            | 7066           | 11/4/94           | 11/18/94         | 12/3/94                        | 7.160                                   | 0.588                                   |                                      |                     |
| LDMTS Promo                                   | Block of Time                       | All NPAs            | 7087           | 6/10/94           | 6/24/94          | 12/17/94                       | 0.100                                   | 0.052                                   |                                      |                     |
| LDMTS Promo                                   | Red Cross Disaster II Pubic Service | All NPAs            | 7327           | 8/2/94            | 8/16/94          | ongoing                        | 0.070                                   |   |                                      |                     |
| LDMTS Promo                                   | Shell Promo                         | All NPAs            | 7411           | 8/25/94           | 9/8/94           | 9/8/95                         | 1.865                                   | 1.865                                   |                                      |                     |
| LDMTS Promo                                   | City Pair                           | All NPAs            | 7639           | 10/18/94          | 11/1/94          | 11/6/94                        | 2.812                                   | 0.154                                   |                                      |                     |
| LDMTS Promo                                   | EasyReach                           | All NPAs            | 7645           | 10/21/94          | 11/4/94          | 1/14/95                        | 1.837                                   | 0.433                                   |                                      |                     |
| LDMTS Promo                                   | Xtra Special Discount Promo         | All NPAs            | 7651           | 10/21/94          | 11/4/94          | 10/20/95                       | 21.754                                  | 21.754                                  |                                      |                     |
| LDMTS Promo                                   | Free Weekend Promo                  | All NPAs            | 7714           | 11/4/94           | 11/18/94         | 3/16/95                        | 6.938                                   | 2.528                                   |                                      |                     |
| LDMTS Promo                                   | Check Free Promo                    | All NPAs            | 7741           | 11/14/94          | 11/28/94         | 7/18/95                        | 0.014                                   | 0.009                                   |                                      |                     |
| LDMTS Promo                                   | Commitment Winback Promo            | All NPAs            | 7805           | 11/23/94          | 12/7/94          | 9/22/95                        | 3.173                                   | 2.643                                   |                                      |                     |
| LDMTS Promo Extend [5453]                     | \$25 LEC Bill Message               | All NPAs            | 6234           | 1/15/94           | 1/29/94          | 7/17/94                        | 5.400                                   | 2.722                                   |                                      |                     |
| * Data unavailable at this time, to be includ |                                     |                     |                |                   |                  |                                |   |   |                                      |                     |
| Subtotal This Page                            |                                     |                     |                |                   |                  |                                | 136.006                                 | 100.105                                 | 113.799                              | 53.422              |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

## AT&T Consumer Promotions -- 1994

(July - December)

True Rewards & True USA (Actuals reported by 8/15/94 letter to R. Metzger)

| Promotions   | Description                            | Availability | Trans # | Filed Date | Eff. Date | Exp. Date | API | Annualized(1) | Projected(2) | Actual(3) | Differential |
|--------------|--|--------------|---------|------------|-----------|-----------|-----|---------------|--------------|-----------|--------------|
|              |  |              |         |            |           |           |     | Headroom      | Discounts    | Discounts |              |
| True Rewards | April Double Points Promo              | All NPAs     | 6488    | 2/15/94    | 3/1/94    | 4/16/94   |     | 69.128        | 11.553       |           |              |
| True Rewards | Puerto Rico and Virgin Islands         | All NPAs     | 6550    | 2/25/94    | 3/11/94   | 12/4/94   |     | 0.016         | 0.012        |           |              |
| True Rewards | Card LCD Promo No 7.Rev [6600]         | All NPAs     | 6799    | 4/15/94    | 4/29/94   | 12/5/94   |     | 1.018         | 0.655        |           |              |
| True Rewards | Original \$25 + Single Points          | All NPAs     | 6256    | 12/17/93   | 12/31/93  | 12/16/94  |     | 241.000       | 241.000      |           |              |
| True Rewards | Loyalty Program Promo                  | All NPAs     | 6600    | 3/8/94     | 3/22/94   | 12/17/94  |     | 0.766         | 0.598        |           |              |
| True Rewards | Acquisition Enhancement                | All NPAs     | 6649    | 3/17/94    | 3/31/94   | 12/17/94  |     | 30.677        | 23.197       |           |              |
| True Rewards | Loyalty for ICO Customers              | All NPAs     | 6406    | 1/26/94    | 2/9/94    | 12/5/95   |     | 1.163         | 1.080        |           |              |
| True Rewards | \$75 + Double Points                   | All NPAs     | 6794    | 4/15/94    | 4/29/94   | 12/5/95   |     | 129.046       | 91.923       |           |              |
| True Rewards | Personal Choice Card                   | All NPAs     | 7142    | 6/20/94    | 7/4/94    | 12/5/95   |     | 0.288         | 0.153        |           |              |
| True Rewards | Revise Loyalty Promo [6256]            | All NPAs     | 6638    | 3/16/94    | 3/30/94   | 12/19/95  |     | 3.293         | 2.616        |           |              |
| True Rewards | Extend 2 Loyalty Promo                 | All NPAs     | 7101    | 6/15/94    | 6/29/94   | 12/17/94  |     | 0.559         | 0.283        |           |              |
|              |  |              |         |            |           | 12/31/94  |     |               |              |           |              |
|              | <b>Subtotal True Rewards</b>           |              |         |            |           |           |     | 476.954       | 373.072      | 437.115   | 64.043       |
| True USA     | ROA Restructure to TUSA                | All NPAs     | 7130    | 6/17/94    | 7/1/94    | 12/26/94  |     | 7.174         | 3.793        |           |              |
| True USA     | Original Promo                         | All NPAs     | 6290    | 12/27/93   | 1/10/94   | 12/26/95  |     | 418.403       | 418.413      |           |              |
| True USA     | \$75 + 30% Promo                       | All NPAs     | 7065    | 6/7/94     | 6/21/94   | 12/26/95  |     | 97.968        | 55.560       |           |              |
| True USA     | Winback Enhancement 30% Revisi         | All NPAs     | 7127    | 6/17/94    | 7/1/94    | 12/26/95  |     | 5.32          | 2.871        |           |              |
|              | <b>Subtotal True USA</b>               |              |         |            |           | 12/31/94  |     | 528.865       | 480.638      | 495.594   | 14.956       |
|              | <b>Subtotal True USA &amp; Rewards</b> |              |         |            |           |           |     | 1005.819      | 853.709      | 932.709   | 79.000       |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

## AT&T Consumer Promotions -- 1994

(July - December)

- Card and Operator Services -

| <u>Promotions</u>   | <u>Description</u>            | <u>Availability</u> | <u>Trans #</u> | <u>Filed Date</u> | <u>Eff. Date</u> | <u>API</u><br><u>Exp. Date</u> | <u>Annualized(1)</u><br><u>Headroom</u> | <u>Projected(2)</u><br><u>Discounts</u> | <u>Actual (3)</u><br><u>Discounts</u> | <u>Differential</u> |
|---|-------------------------------|---------------------|----------------|-------------------|------------------|--------------------------------|---|---|---------------------------------------|---------------------|
| Calling Card & Operator Services                                      | 3 Month Extension             | All NPAs            | 6795           | 4/15/94           | 4/29/94          | 1/9/95                         | 18.120                                  | 13.354                                  |                                       |                     |
| Calling Card & Operator Services                                      | 1-800-CALLATT Canada Promo    | All NPAs            | 6917           | 5/4/94            | 5/18/94          | 7/17/94                        |   |   |                                       |                     |
| Calling Card & Operator Services                                      | Revisions [6795]              | All NPAs            | 7117           | 6/16/94           | 6/30/94          | 1/9/95                         | 2.540                                   | 1.447                                   |                                       |                     |
| Calling Card & Operator Services                                      | 1-800-CALLATT                 | All NPAs            | 7808           | 11/23/94          | 12/7/94          | 12/22/94                       | 30.541                                  | 2.510                                   |                                       |                     |
| Calling Card & Operator Services                                      | 1-800-CALLATT Canada Promo    | All NPAs            | 7289           | 7/22/94           | 8/5/94           | 4/17/95                        | 1.081                                   | 0.800                                   |                                       |                     |
| Calling Card & Operator Services                                      | 1-800-CALLATT Canada [7289/74 | All NPAs            | 7510           | 9/19/94           | 10/3/94          | 4/17/95                        | 0.003                                   | 0.001                                   |                                       |                     |
| Calling Card & Operator Services                                      | 1-800-CALLATT Reintro Promo   | All NPAs            | 7879           | 12/22/94          | 1/5/95           | 12/21/95                       | 24.241                                  | 24.241                                  |                                       |                     |
| Calling Card & Operator Services                                      | 1-800-CALLATT Extend 6795/711 | All NPAs            | 7251           | 7/15/94           | 7/29/94          | 1/9/95                         | 4.267                                   |   |                                       |                     |
| <b>Subtotal 1-800 CALLATT</b>   |                               |                     |                |                   |                  |                                | 80.793                                  | 42.354                                  | 29.3                                  | -13.054             |
| CallATT results only, 1-800 Operator results unavailable at this time |                               |                     |                |                   |                  |                                |   |   |                                       |                     |
| CIID Card   | Friday Promos                 | All NPAs            | 7493           | 9/13/94           | 9/27/94          | 10/17/94                       | 14.064                                  | 1.310 *                                 |                                       |                     |
| CIID Card   | Personal Choice               | All NPAs            | 7650           | 10/21/94          | 11/4/94          | 1/1/95                         | 0.793                                   | 0.159                                   |                                       |                     |
| CIID Card   | Loyalty Promo                 | All NPAs            | 6600           | 3/8/94            | 3/22/94          | 3/7/95                         | 0.766                                   | 0.766                                   |                                       |                     |
| CIID Card Loyalty Promo   | LDC to Former Inactives       | All NPAs            | 6493           | 2/15/94           | 3/1/94           | 9/16/94                        | 0.096                                   | 0.056                                   |                                       |                     |
| CIID/891 Card   | Card Blackout #1 LDC Promo    | All NPAs            | 6464           | 2/7/94            | 2/21/94          | 8/17/94                        | 0.132                                   | 0.069                                   |                                       |                     |
| CIID/891 Card   | USA Direct                    | All NPAs            | 7074           | 6/9/94            | 6/23/94          | 12/17/94                       | 0.054                                   | 0.028                                   |                                       |                     |
| Operator Services   | DirectoryLink Promo           | All NPAs            | 7723           | 11/8/94           | 11/22/94         | 2/6/95                         | 5.988                                   | 1.493                                   |                                       |                     |
| Operator Services   | Operator Surcharge Canada     | All NPAs            | 7467           | 9/16/94           | 9/30/94          | 4/17/95                        | 0.002                                   | 0.001                                   |                                       |                     |
| Operator Services   | Operator Surcharge Cuba       | All NPAs            | 7666           | 10/27/94          | 11/10/94         | 4/26/95                        | 0.055                                   | 0.027                                   |                                       |                     |
| Operator Services   | Viet Nam Promo                | All NPAs            | 7860           | 12/6/94           | 12/20/94         | 12/11/95                       | 0.020                                   | 0.020                                   |                                       |                     |
| Operator Services Promo   | Operator Services             | All NPAs            | 6815           | 4/18/94           | 5/2/94           | 7/17/94                        | 0.013                                   | 0.003                                   |                                       |                     |
| Operator Services Promo   | Military Card LCD Promo       | All NPAs            | 6954           | 5/12/94           | 5/26/94          | 7/17/94                        | 0.042                                   | 0.008                                   |                                       |                     |
| <b>Subtotal This Page</b>   |                               |                     |                |                   |                  |                                | 102.818                                 | 46.296                                  | 29.300                                | -13.054             |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

# AT&T Consumer Promotions -- 1994

(July - December)

- International -

| Promotions                             | Description                      | Availability | Trans # | Filed Date | Eff. Date | Exp. Date | API Annualized(1)<br>Headroom | Projected(2)<br>Discounts | Actual (3)<br>Discounts | Differential |
|--|----------------------------------|--------------|---------|------------|-----------|-----------|-------------------------------|---------------------------|-------------------------|--------------|
| IMTS & ReachOut                        | Feet on Street Promo             | All NPAs     | 5591    | 8/12/93    | 8/26/93   | 8/11/94   | 4.800                         | 4.800                     |                         |              |
| IMTS LDC Promo No. 1                   | IMTS Promo                       | All NPAs     | 6710    | 3/29/94    | 4/12/94   | 9/16/94   | 0.288                         | 0.136                     |                         |              |
| IMTS LDC Promo No. 2                   | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   | 0.151                         | 0.038                     |                         |              |
| IMTS LDC Promo No. 5                   | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   | 0.068                         | 0.017                     |                         |              |
| IMTS LDC Promo No.3                    | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   | 0.460                         | 0.116                     |                         |              |
| IMTS LDC Promo No.4                    | Save Desk Offer                  | All NPAs     | 6774    | 4/12/94    | 4/26/94   | 7/12/94   | 0.477                         | 0.120                     |                         |              |
| IMTS LDC Promo No.6                    | Save Desk Offer                  | All NPAs     | 6776    | 4/12/94    | 4/26/94   | 7/12/94   | 0.080                         | 0.020                     |                         |              |
| IMTS LDC Promo No.7                    | Int'l Residential Promo          | All NPAs     | 6873    | 4/28/94    | 5/12/94   | 4/27/94   | 0.049                         | 0.000                     |                         |              |
| IMTS LDC Promo Nos. 8-13               | Int'l Residential Promos         | All NPAs     | 7689    | 11/1/94    | 11/15/94  | 1/30/95   | 0.245                         | 0.061                     |                         |              |
| IMTS Promo                             | Special Country PR/VI            | All NPAs     | 5563    | 8/5/93     | 8/19/93   | 8/4/94    | 0.461                         | 0.461                     |                         |              |
| IMTS Promo                             | Int'l Special Country Rev [5563] | All NPAs     | 6224    | 12/16/93   | 12/30/93  | 8/4/94    | -0.196                        | -0.125                    |                         |              |
| IMTS Promo                             | Extension                        | All NPAs     | 6458    | 2/4/94     | 2/18/94   | 8/4/94    | 0.893                         | 0.445                     |                         |              |
| IMTS Promo                             | IMTS Promo - Canada              | All NPAs     | 7696    | 11/3/94    | 11/17/94  | 11/10/94  | 0.127                         | 0.003                     |                         |              |
| IMTS Promo                             | PR Winback LDC Promo             | All NPAs     | 6433    | 2/1/94     | 2/15/94   | 11/16/94  | 0.166                         | 0.131                     |                         |              |
| IMTS Promo                             | Puerto Rico Winback [6433] Rev   | All NPAs     | 6876    | 4/28/94    | 5/12/94   | 11/16/94  | -0.116                        | -0.065                    |                         |              |
| IMTS Promo                             | Thanksgiving Promo               | All NPAs     | 7749    | 11/15/94   | 11/16/94  | 11/21/94  | 11.813                        | 0.194                     | 9.496                   | 9.302        |
| IMTS Promo                             | LDC Virgin Island Promo          | All NPAs     | 7640    | 11/19/94   | 12/3/94   | 11/29/94  | 0.210                         | 0.006                     |                         |              |
| IMTS Promo                             | LDC Promo                        | All NPAs     | 6310    | 12/30/93   | 1/13/94   | 12/17/94  | 0.272                         | 0.263                     |                         |              |
| IMTS Promo                             | Club International LDC           | All NPAs     | 6590    | 3/4/94     | 3/18/94   | 12/17/94  | 0.381                         | 0.302                     |                         |              |
| IMTS Promo                             | Club International LDC           | All NPAs     | 6620    | 3/10/94    | 3/17/94   | 12/17/94  | 0.028                         | 0.022                     |                         |              |
| IMTS Promo                             | IMTS Promo - Canada              | All NPAs     | 7662    | 10/26/94   | 11/9/94   | 5/16/95   | 0.049                         | 0.027                     |                         |              |
| IMTS Promo                             | Canada Promo                     | All NPAs     | 7736    | 11/10/94   | 11/24/94  | 5/16/95   | 0.087                         | 0.045                     |                         |              |
| IMTS Promo                             | IMTS & ROW Promo                 | All NPAs     | 7362    | 8/12/94    | 8/26/94   | 8/11/95   | 1.600                         | 1.600                     |                         |              |
| IMTS Promo                             | Special Urban Center Pub Svc     | All NPAs     | 4593    | 11/17/92   | 12/1/92   | ongoing   | -0.004                        |                           |                         |              |
| IMTS Promo                             | Special Urban Pub Svc Offer      | All NPAs     | 6165    | 12/3/93    | 12/17/93  | ongoing   | 0.057                         |                           |                         |              |
| IMTS Promo - LDC                       | Int'l Virgin Island/Puerto Rico  | All NPAs     | 7640    | 10/19/94   | 11/2/94   | 11/29/94  | 0.210                         | 0.024                     |                         |              |
| IMTS Promo No. VII                     | 20% Mexico EAS                   | All NPAs     | 6945    | 5/10/94    | 5/24/94   | 11/16/94  | 0.050                         | 0.026                     |                         |              |
| International LDC Promo                | \$38.00 Credit                   | All NPAs     | 5512    | 7/27/93    | 8/10/93   | 7/26/94   | 0.196                         | 0.196                     |                         |              |
| International Special Country IV Promo | 50% Weekend Calls                | All NPAs     | 6360    | 1/14/94    | 1/28/94   | 8/17/94   | 30.215                        | 17.881                    | 58.506                  | 40.625       |
| International Special Country IV Promo | 50% New TW Customers             | All NPAs     | 6715    | 3/30/94    | 4/13/94   | 8/17/94   | 0.061                         | 0.024                     |                         |              |
| International Special Country IV Promo | 50% New TW Customers[6715]       | All NPAs     | 6896    | 4/29/94    | 5/13/94   | 11/16/94  | 0.300                         | 0.166                     |                         |              |
| Klub Filipino Promotion                | LDC & International Promo        | All NPAs     | 6072    | 11/17/93   | 12/1/93   | 11/16/94  | 0.388                         | 0.388                     |                         |              |
| Subtotal This Page                     |                                  |              |         |            |           |           | 53.866                        | 27.323                    | 68.002                  | 49.927       |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.

**AT&T Consumer Promotions -- 1994**  
(July - December)

- International -

| <u>Promotions</u>                                      | <u>Description</u>               | <u>Availability</u> | <u>Trans #</u> | <u>Filed Date</u> | <u>Eff. Date</u> | <u>API Exp. Date</u> | <u>Annualized(1) Headroom</u> | <u>Projected(2) Discounts</u> | <u>Actual (3) Discounts</u> | <u>Differential</u> |
|--|----------------------------------|---------------------|----------------|-------------------|------------------|----------------------|-------------------------------|-------------------------------|-----------------------------|---------------------|
| ReachOut World   | \$18 LDC to TW Customers Retenti | All NPAs            | 6650           | 3/17/94           | 3/31/94          | 7/17/94              | 0.432                         | 0.146                         |                             |                     |
| ReachOut World   | ROW Promo                        | All NPAs            | 7124           | 6/17/94           | 7/1/94           | 11/16/94             | 12.190                        | 5.110                         | 7.977                       | 2.867               |
| ReachOut World   | 20% Discount ROW Spec            | All NPAs            | 7683           | 10/31/94          | 11/14/94         | 1/29/95              | 8.166                         | 2.036                         |                             |                     |
| ReachOut World   | ROW Promo                        | All NPAs            | 7778           | 11/21/94          | 12/5/94          | 2/20/95              | 13.500                        | 3.403                         |                             |                     |
| ReachOut World   | ROW & Int'l Cntry Spl Disc       | All NPAs            | 7384           | 8/18/94           | 9/1/94           | 3/17/95              | 74.250                        | 43.126                        |                             |                     |
| ReachOut World   | ROW & Int'l Cntry Spl Dis [7384] | All NPAs            | 7573           | 9/30/94           | 10/14/94         | 3/17/95              | 15.400                        | 7.130                         |                             |                     |
| ReachOut World   | 40% Discount ROW Spec            | All NPAs            | 7669           | 10/27/94          | 11/10/94         | 10/26/95             | 15.788                        | 15.788                        |                             |                     |
| ReachOut World   | ROW/USAD Promo                   | All NPAs            | 7739           | 11/14/94          | 11/28/94         | 11/13/95             | 50.573                        | 50.573                        |                             |                     |
| ReachOut World   | ROW Hawaii                       | All NPAs            | 7856           | 12/6/94           | 12/20/94         | 1/17/95              | 0.569                         | 0.067                         |                             |                     |
| ReachOut World   | 20% Domestic Disc to TW Cust     | All NPAs            | 6485           | 2/14/94           | 2/28/94          | 2/13/95              | 22.159                        | 22.159                        |                             |                     |
| ReachOut World   | Winback LDC Promo                | All NPAs            | 6650           | 3/17/94           | 3/31/94          | 3/16/95              | 2.164                         | 2.164                         |                             |                     |
| ReachOut World Promo                                   | Retention \$18 LDC to TW Cust    | All NPAs            | 6650           | 3/17/94           | 3/31/94          | 12/17/94             | 2.164                         | 1.636                         |                             |                     |
| USA Direct   | Card Promo (1 Year)              | All NPAs            | 5654           | 8/27/93           | 9/10/93          | 8/26/94              | 0.816                         | 0.816                         |                             |                     |
| USA Direct   | USAD Promo 2                     | All NPAs            | 7212           | 7/5/94            | 7/19/94          | 9/1/94               | 3.706                         | 0.599                         |                             |                     |
| USA Direct   | UK Access Code Promo             | All NPAs            | 5812           | 9/24/93           | 10/8/93          | 9/23/94              | 2.133                         | 2.133                         |                             |                     |
| USA Direct   | Option A OCP Promo               | All NPAs            | 6986           | 5/18/94           | 6/1/94           | 11/16/94             | 0.827                         | 0.415                         |                             |                     |
| USA Direct   | USAD Promo                       | All NPAs            | 6783           | 4/14/94           | 4/28/94          | 12/17/94             | 0.028                         | 0.019                         |                             |                     |
| USA Direct   | In-Language Promo                | All NPAs            | 7389           | 8/18/94           | 9/1/94           | 12/17/94             | 1.143                         | 0.382                         |                             |                     |
| USA Direct   | Guantanamo Bay Pub Service       | All NPAs            | 7473           | 9/7/94            | 9/21/94          | 12/17/94             | 0.004                         | 0.001                         |                             |                     |
| USA Direct   | OCP Opt A Promo                  | All NPAs            | 6316           | 1/4/94            | 1/18/94          | 1/2/95               | 1.184                         | 1.181                         |                             |                     |
| USA Direct   | Canada Promo                     | All NPAs            | 7760           | 11/17/94          | 12/1/94          | 2/16/95              | 0.386                         | 0.097                         |                             |                     |
| USA Direct   | Collect Call Promo               | All NPAs            | 7713           | 11/4/94           | 11/18/94         | 3/17/95              | 0.081                         | 0.030                         |                             |                     |
| USA Direct   | USAD World Connect Promo         | All NPAs            | 7363           | 8/15/94           | 8/29/94          | 8/14/95              | 3.244                         | 3.244                         |                             |                     |
| USA Direct   | 10% Card Promo                   | All NPAs            | 7754           | 11/17/94          | 12/1/94          | 11/16/95             | 0.038                         | 0.038                         |                             |                     |
| USA Direct   | Card Promo                       | All NPAs            | 7074           | 6/9/94            | 6/23/94          | 3/17/95              | 0.054                         | 0.042                         |                             |                     |
| <b>Subtotal This Page</b>                              |                                  |                     |                |                   |                  |                      | 230.999                       | 162.334                       | 7.977                       | 2.867               |
| <b>Grand Total Without Trues</b>                       |                                  |                     |                |                   |                  |                      | 604.481                       | 1232.122                      | 1181.087                    | 172.162             |
| <b>Grand Total With Trues</b>                          |                                  |                     |                |                   |                  |                      | 1610.300                      | 2085.831                      |                             |                     |
| Percent of Total Promo \$ over \$10 M                  |                                  |                     |                |                   |                  |                      | 93%                           |                               |                             |                     |
| Total Promotions with annualized headroom over \$10 M  |                                  |                     |                |                   |                  |                      | 1495.343                      |                               |                             |                     |
| Total Promotions with annualized headroom under \$10 M |                                  |                     |                |                   |                  |                      | 114.957                       |                               |                             |                     |

1 Projected discounts X (one year / duration of the promotion)

2 Projected amount of discount to be given to customers over the life of the promotion

3 Actuals are reported for promotions that expired in the reporting period and g.t. \$10M.



**TAB 6**

# TRAC Tele-Tips

A PUBLICATION OF THE TELECOMMUNICATIONS RESEARCH & ACTION CENTER

Long Distance Comparison - Residential

Chart No 29

March 1995

## Saving Money on Your Long Distance Bill

"Which long distance company is the cheapest?" "I'm confused by all the claims from long distance advertising." "How do I know which company or plan is best for me?"

These are the questions asked most frequently by consumers today who are bombarded by advertising and marketing claims of long distance carriers. TRAC's Tele-Tips has been helping consumers answer these questions for over a decade.

Getting the best deal on long distance service is in fact more difficult than ever before. With more long distance carriers offering services today, just picking a long distance provider isn't enough. To be certain you're getting the best deal, you must also be sure that you're on the right calling plan. Meanwhile, calling plans offered by different carriers are also changing. Plans offered one year may disappear the next. A plan that is the cheapest one year can suddenly become the most expensive offered by that carrier.

Consumers can save money on their long distance phone bill, and TRAC's Tele-Tips Residential Long Distance Chart is the best and easiest way to get those savings.

### Your "Long Distance Check-Up"

Saving money on your long distance bill means periodically conducting a "long distance check-up." How often you should conduct this check-up depends on how much you spend on long distance services. The higher your long distance bill, the more often you should conduct a check-up. Rates and services tend to change around the first of the year, so that's a good time to conduct

an "annual check-up." However, new plans and programs can be offered at almost any time. So if you're a very heavy long distance user, you might want to do a check-up every three months!

There are other times when a long distance check-up is appropriate. For example, when you move, you'll be asked to select your one-plus long distance carrier for your new telephone number. Use this as an opportunity to review your options. Your calling patterns are also likely to change with major lifestyle changes. For example, when a child goes away to college, or moves back into the home after college, your and their long distance calling habits are likely to change. That is a perfect time to do a long distance check-up.

Conducting your check-up is easy. Just follow the steps listed below. But you can also keep on top of your options by simply calling your long distance carrier. The toll-free 800 number for each carrier in the chart is included in the Features and Services section of Tele-Tips. When you call, ask your carrier if you're on the least expensive calling plan they offer. Make sure that when they look at your records they compare a "typical" calling month.

### How to Use the TRAC Chart

**Determine Your Own Calling Patterns.** Examine at least three typical months of your own long distance (inter-state) phone bill. (Usually included with your local phone bill.) Look at when you call most frequently (daytime, evening, night/weekend or a combination of these).

Look at how many minutes you typically talk. Determine if there is any pattern to your calls, like calling to only one or two numbers, one or two area codes all the time, etc.

**Select Your Category in the Chart.** TRAC has created three typical "calling baskets" that are intended to reflect three distinctly different calling patterns based on the time of day you call most often. For example, if you make your calls during all parts of the day and week, essentially a mixed day/weekend pattern, then consider "Average Daily Use." If most of your calls are mainly at night and weekends, use that section, and likewise if you call mainly during the day, use the "Heavy Day Use" section.

You then need to find the call levels (minutes/dollars) that most closely match the number of minutes or the amount of money you typically spend in one month. You can do this by totalling the number of minutes you used for three months and dividing by three. This gives you the average number of minutes you use in a month. You should do the same thing with the dollar amount of your long distance bill. Then use this information to find the column that most closely reflects your calling level.

**Compare Plans.** Once you find the column in the category that best matches your typical calling pattern, look for the least expensive plans. Then carefully read the plan descriptions for each, making sure that you meet all the plan requirements to get the price shown in the chart.

(Continued on Page 11)

# TRAC's Long Distance

| PLANS | AVERAGE DAILY USE |          |          |          |          |           | HEAVY   |          |          |
|-------|-------------------|----------|----------|----------|----------|-----------|---------|----------|----------|
|       | 5 Calls           | 10 Calls | 15 Calls | 30 Calls | 50 Calls | 150 Calls | 5 Calls | 10 Calls | 15 Calls |
|       | 54 Min            | 108 Min  | 162 Min  | 318 Min  | 522 Min  | 1572 Min  | 54 Min  | 108 Min  | 162 Min  |

## Standard Rates <sup>4</sup>

|                       |         |         |         |         |         |          |         |         |         |
|-----------------------|---------|---------|---------|---------|---------|----------|---------|---------|---------|
| AT&T Dial-1           | \$12.15 | \$22.89 | \$32.13 | \$57.57 | \$97.23 | \$288.51 | \$14.13 | \$25.59 | \$35.91 |
| LCI Basic             | \$11.85 | \$22.59 | \$31.83 | \$57.27 | \$96.93 | \$288.21 | \$13.83 | \$25.29 | \$35.61 |
| LDDS Dial USA         | \$10.66 | \$20.19 | \$22.77 | \$52.33 | \$87.17 | \$257.23 | \$12.35 | \$23.37 | \$32.08 |
| Matrix Standard Basic | \$10.96 | \$20.86 | \$29.00 | \$51.95 | \$87.73 | \$260.28 | \$12.75 | \$23.09 | \$32.40 |
| MCI Dial-1            | \$12.10 | \$22.79 | \$31.98 | \$57.27 | \$96.73 | \$287.01 | \$14.08 | \$25.49 | \$35.76 |
| Sprint Standard       | \$12.15 | \$22.89 | \$32.13 | \$57.57 | \$97.23 | \$288.51 | \$14.13 | \$25.59 | \$35.91 |

## Flat-Rate Plans <sup>5</sup>

|                      |         |         |         |         |         |          |         |         |         |
|----------------------|---------|---------|---------|---------|---------|----------|---------|---------|---------|
| LCI All America Plan | \$9.75  | \$17.97 | \$25.77 | \$45.03 | \$78.21 | \$231.03 | \$10.77 | \$19.05 | \$27.45 |
| LDDS Home Advantage  | \$12.02 | \$15.72 | \$22.32 | \$38.52 | \$66.72 | \$196.32 | \$13.82 | \$18.12 | \$25.92 |
| Sprint Sense * 1     | \$12.09 | \$19.65 | \$23.49 | \$40.29 | \$69.57 | \$204.09 | \$14.25 | \$22.53 | \$27.81 |

## Discount Plans Based on How Much You Call <sup>6</sup>

|                         |         |         |         |         |         |          |         |         |         |
|-------------------------|---------|---------|---------|---------|---------|----------|---------|---------|---------|
| AT&T True USA           | \$12.15 | \$20.83 | \$28.15 | \$48.51 | \$68.74 | \$202.83 | \$12.94 | \$23.26 | \$29.18 |
| AT&T True Savings *     | \$12.15 | \$17.73 | \$24.66 | \$40.97 | \$68.74 | \$202.63 | \$11.16 | \$19.76 | \$27.50 |
| Matrix SmartWorld Basic | \$9.89  | \$18.53 | \$25.93 | \$46.33 | \$78.16 | \$231.88 | \$11.47 | \$20.66 | \$28.95 |
| Sprint the Most II      | \$12.15 | \$22.89 | \$32.13 | \$46.51 | \$68.74 | \$188.32 | \$14.13 | \$25.59 | \$29.18 |

## Discount Plans Based on Who or Where You Call <sup>7</sup>

|                            |         |         |         |         |         |          |         |         |         |
|----------------------------|---------|---------|---------|---------|---------|----------|---------|---------|---------|
| AT&T Select Saver          | \$12.61 | \$21.16 | \$29.66 | \$49.47 | \$86.51 | \$250.85 | \$14.49 | \$23.63 | \$34.12 |
| AT&T Simple Savings        | \$12.15 | \$22.89 | \$32.13 | \$45.86 | \$77.97 | \$230.31 | \$14.13 | \$25.59 | \$29.59 |
| MCI New Friends & Family * | \$8.38  | \$15.92 | \$22.18 | \$38.89 | \$62.05 | \$181.91 | \$10.29 | \$17.98 | \$25.04 |

## Discount Plans Based on What Time of Day You Call <sup>8</sup>

|                       |         |         |         |         |         |          |         |         |         |
|-----------------------|---------|---------|---------|---------|---------|----------|---------|---------|---------|
| Allnet HomeSaver      | \$9.66  | \$17.76 | \$25.05 | \$42.96 | \$74.19 | \$217.65 | \$12.09 | \$21.00 | \$28.29 |
| AT&T AnyHour Plan     | \$13.00 | \$18.28 | \$24.22 | \$39.94 | \$70.42 | \$210.52 | \$13.00 | \$18.28 | \$26.02 |
| AT&T Evening Plus     | \$13.74 | \$20.64 | \$28.56 | \$48.24 | \$81.06 | \$236.52 | \$18.66 | \$25.50 | \$34.26 |
| AT&T ROA Bonus        | \$16.12 | \$23.56 | \$28.98 | \$47.03 | \$78.20 | \$227.77 | \$19.81 | \$27.34 | \$34.50 |
| AT&T ROA 24-Hr Plan   | \$17.04 | \$23.99 | \$29.08 | \$46.29 | \$78.09 | \$218.96 | \$20.25 | \$27.09 | \$33.64 |
| AT&T ROA Half Hour    | \$12.86 | \$20.94 | \$29.23 | \$51.27 | \$86.36 | \$254.81 | \$15.95 | \$24.42 | \$34.09 |
| Matrix SmartWorld Day | \$10.01 | \$18.37 | \$26.43 | \$46.34 | \$80.54 | \$238.19 | \$10.67 | \$18.97 | \$27.39 |
| MCI AnyTime           | \$12.15 | \$17.43 | \$23.37 | \$38.97 | \$68.91 | \$206.55 | \$12.15 | \$17.43 | \$24.99 |

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## FOOTNOTES

"Average Daily Use," "Heavy Night and Weekend Use" and "Heavy Day Use" are each calculated to contain short, medium and far interstate long distance calls. The three samples differ on the amount spent, number of minutes and percentage of calls made through the rate/time periods. All prices include 3 directory assistance calls. All rates are for direct-dialed calls.

- "Average Daily Use" consists of 25% of calls made during the day, 45% in the evening and 30% made during night/weekend hours.
- "Heavy Day Use" consists of 50% of calls made during the daytime hours, 20% made during the evening hours and 30% made during the night weekend hours.
- "Heavy Night and Weekend Use" consists of 45% of calls made during the daytime hours, 25% made during the evening hours and 30% made during the night and weekend hours.
- "Standard Rates" are the basic phone plans carriers offer without fees. All discounts are calculated from this rate.
- "Flat-Rate Plans" are calculated at a flat rate per minute, regardless of the distance of the call. Rates may vary based on the time of day you call. Check the Plan Descriptions for more information about each plan.

# Comparison Chart

| DAY USE <sup>2</sup> |                     |                       | HEAVY NIGHT AND WEEKEND USE <sup>3</sup> |                     |                     |                     |                     |                       | PLANS                      |
|----------------------|---------------------|-----------------------|--|---------------------|---------------------|---------------------|---------------------|-----------------------|----------------------------|
| 30 Calls<br>318 Min  | 50 Calls<br>522 Min | 150 Calls<br>1572 Min | 5 Calls<br>54 Min                        | 10 Calls<br>108 Min | 15 Calls<br>162 Min | 30 Calls<br>318 Min | 50 Calls<br>522 Min | 150 Calls<br>1572 Min |                            |
|                      |                     |                       |  |                     |                     |                     |                     |                       |                            |
| \$64.95              | \$114.87            | \$330.33              | \$10.95                                  | \$19.23             | \$27.63             | \$47.55             | \$82.23             | \$242.55              | AT&T Dial-1                |
| \$64.85              | \$114.57            | \$330.03              | \$10.65                                  | \$18.93             | \$27.33             | \$47.25             | \$81.93             | \$242.25              | LCI Basic                  |
| \$58.26              | \$100.30            | \$290.61              | \$9.97                                   | \$17.51             | \$25.39             | \$41.25             | \$74.67             | \$220.52              | LDDS Dial USA              |
| \$58.59              | \$103.63            | \$297.96              | \$9.89                                   | \$18.30             | \$24.93             | \$43.87             | \$74.27             | \$219.11              | Matrix Standard Basic      |
| \$64.65              | \$114.37            | \$328.83              | \$10.90                                  | \$19.13             | \$27.48             | \$47.25             | \$81.73             | \$241.05              | MCI Dial-1                 |
| \$64.95              | \$114.87            | \$330.33              | \$10.95                                  | \$19.23             | \$27.63             | \$47.55             | \$82.23             | \$242.55              | Sprint Standard            |
| \$48.93              | \$85.41             | \$251.61              | \$9.09                                   | \$15.93             | \$22.53             | \$39.63             | \$68.79             | \$203.91              | LCI All America Plan       |
| \$46.32              | \$81.12             | \$237.72              | \$11.42                                  | \$13.32             | \$18.72             | \$32.52             | \$56.52             | \$166.32              | LDDS Home Advantage        |
| \$49.65              | \$86.85             | \$253.77              | \$11.37                                  | \$16.77             | \$19.17             | \$33.09             | \$57.33             | \$168.09              | Sprint Sense *1            |
| \$52.41              | \$81.08             | \$231.91              | \$10.95                                  | \$17.53             | \$22.55             | \$38.49             | \$58.24             | \$170.46              | AT&T True USA              |
| \$46.14              | \$81.08             | \$231.91              | \$10.95                                  | \$14.99             | \$21.29             | \$36.23             | \$58.24             | \$170.46              | AT&T True Savings *        |
| \$52.28              | \$92.28             | \$265.11              | \$8.93                                   | \$16.41             | \$22.31             | \$39.13             | \$66.19             | \$194.98              | Matrix SmartWorld Basic    |
| \$52.41              | \$81.08             | \$215.50              | \$10.95                                  | \$19.23             | \$27.63             | \$38.49             | \$58.24             | \$158.44              | Sprint the Most II         |
| \$57.72              | \$99.80             | \$292.33              | \$12.10                                  | \$18.68             | \$26.21             | \$44.79             | \$75.59             | \$217.21              | AT&T Select Saver          |
| \$52.17              | \$92.46             | \$264.87              | \$10.95                                  | \$19.23             | \$27.63             | \$38.70             | \$66.36             | \$195.20              | AT&T Simple Savings        |
| \$42.53              | \$73.63             | \$207.78              | \$10.90                                  | \$13.82             | \$19.12             | \$32.14             | \$52.72             | \$153.10              | MCI New Friends & Family * |
| \$54.75              | \$93.63             | \$273.54              | \$8.85                                   | \$14.52             | \$20.19             | \$37.29             | \$62.85             | \$182.82              | Allnet HomeSaver           |
| \$47.74              | \$84.82             | \$251.92              | \$13.00                                  | \$18.26             | \$24.22             | \$38.74             | \$63.82             | \$180.52              | AT&T AnyHour Plan          |
| \$60.42              | \$105.66            | \$300.60              | \$12.12                                  | \$16.80             | \$22.74             | \$38.10             | \$65.10             | \$188.28              | AT&T Evening Plus          |
| \$59.80              | \$104.82            | \$296.87              | \$13.27                                  | \$16.56             | \$22.45             | \$37.30             | \$63.66             | \$183.31              | AT&T ROA Bonus             |
| \$56.98              | \$98.67             | \$277.09              | \$14.36                                  | \$17.64             | \$23.53             | \$38.23             | \$64.27             | \$182.62              | AT&T ROA 24-Hr Plan        |
| \$61.38              | \$108.37            | \$310.23              | \$10.13                                  | \$17.05             | \$23.63             | \$40.68             | \$70.27             | \$206.45              | AT&T ROA Half Hour         |
| \$48.88              | \$84.86             | \$250.49              | \$9.47                                   | \$17.70             | \$23.91             | \$43.03             | \$73.16             | \$217.07              | Matrix SmartWorld Day      |
| \$45.99              | \$81.67             | \$243.81              | \$12.15                                  | \$17.43             | \$23.37             | \$37.89             | \$62.97             | \$179.55              | MCI AnyTime                |

6. Under "Discount Plans Based on How Much You Call," customers receive discounts from the carrier's standard rates based on the volume of calls made by the customer.

7. Under "Discounts Based on Who or Where You Call," additional discounts are applied to calls made to phone numbers or area codes selected by the customer (i.e., an MCI customer calling an MCI customer). Check Plan Descriptions for more information.

8. Under "Discounts Based on What Time of Day You Call," per minute rates for calls made during designated times are lower than standard rates. Customers should select plans which discount calls during times they call most frequently.

\* AT&T, MCI and Sprint each offer a program to provide additional discounts to customers through the redemption of reward "points" granted based on the amount of usage. The plans differ somewhat and you should check with the carrier for details. The programs are called AT&T True Rewards (sm), MCI Friends and Family Extras (sm) and Sprint Rewards (sm).

1 Sprint customers signing up for Sprint Sense before June 1, 1995 will never pay \$3.00 monthly fee. For those signing up after June 1, the \$3.00 monthly fee only applies to customers spending less than \$25.00 per month.

# FEATURES AND SERVICES

| FEATURES AND SERVICES <sup>1</sup>  | Allnet   | AT&T  | LCI   | LDDS                                    |
|---|--|---|---|---|
| Toll free numbers for 2 opening an account & customer service   | 1-800-783-2020   | 1-800-222-0300,<br>1-800-235-0900<br>(Spanish)                  | 1-800-524-4685  | 1-800-275-0100                          |
| Equal access code 3   | 10444  | 10288   | 10432   | Varies                                  |
| Equal access code 4 dialing method  | Casual/ same rates, no volume discounts                          | Casual/ same rates  | Casual/ same rates  | Casual/ same rates, no volume discounts |
| Service available from  | Universal  | Universal   | Universal   | Universal                               |
| Service available to  | Worldwide  | Worldwide   | Worldwide   | Worldwide                               |
| Long distance directory assistance  | .69 per call   | .75 per call  | .65 per call  | .64 per call                            |
| Calling card  | 800 service from any phone in the US; no surcharge (Access Card) | From any phone in the US; .80/call surcharge (ATT Calling Card) | 800 service from anywhere in the US (WorldCard Plus: 35 cents per call surcharge) | 800 service from anywhere in the US     |
| Minimum monthly bill  | None   | None  | None  | None                                    |
| Rate/time period changes 5  | Rates don't change   | Rates change  | Rates change  | Rates change                            |
| Leading plans   | Allnet Homesaver   | AT&T<br>True USA<br>AT&T True Savings                           | LCI<br>All America  | LDDS Home Advantage                     |
| Credit card payment   | Visa, Master Card, American Express                              | Visa, Master Card, American Express, all major credit cards     | None  | None                                    |
| How to credit wrong numbers   | Call<br>1-800-783-2020   | Call local company or call<br>1-800-222-0300                    | Call<br>1-800-860-2255  | Call<br>1-800-275-0100                  |
| Switchover fee credit 6   | Yes  | Yes   | Yes   | Yes                                     |
| How to cancel   | Call<br>1-800-783-2020   | Call local company or 1-800-222-0300                            | Call<br>1-800-860-2255  | Call<br>1-800-275-0100                  |
| 950 access service 7  | 950-1044   | N/A   | No  | N/A                                     |
| Customer service equipped with TTY 8  | Yes<br>1-800-350-2326  | Yes<br>1-800-833-3232   | No  | No                                      |
| TTY discount 8  | No   | Yes   | No  | No                                      |
| Exemption from long distance directory assistance for consumers unable to use the telephone due to vision, motion or cognitive impairment | No   | Yes   | Yes   | No                                      |
| Residential 800 number  | Yes  | Yes   | Yes   | Yes                                     |
| Ability to call home from abroad  | Yes, (selected countries)  | Yes   | Yes   | Yes                                     |

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# COMPARISON CHART

| Matrix   | MCI  | Sprint   |
|--|--|--|
| 1-800-282-0242<br>1-800-890-0323<br>(Spanish)  | 1-800-444-3333,<br>1-800-950-HOLA<br>(Spanish)                                     | 1-800-746-3767,<br>or 1-800-877-0280<br>(Spanish)                            |
| 10780  | 10222  | 10333  |
| Casual/ user billing<br>on international<br>calls  | Casual/ same<br>rates, no volume<br>discounts                                      | Casual/ same<br>rates, no volume<br>discounts                                |
| Universal  | Universal  | Universal  |
| Worldwide  | Worldwide  | Worldwide  |
| .68 per call   | .75 per call   | .75 per call   |
| 800 service from<br>anywhere in the US,<br>toll-free access from<br>over 49 countries,<br>.30/call domestic<br>surcharge | 950/800 service<br>from any phone<br>in the US (MCI<br>Card) .75/call<br>surcharge | 800 service from<br>anywhere in the<br>US (FONCARD)<br>.80/call<br>surcharge |
| None   | None   | Depends on plan  |
| Rates change   | Rates change   | Rates change   |
| Matrix<br>SmartWorld<br>Basic  | MCI New<br>Friends and<br>Family   | Sprint Sense   |
| None   | Visa, Mastercard<br>American Express,<br>Discover Card                             | Visa, Mastercard<br>American Express<br>Discover Card                        |
| Call<br>1-800-282-0242   | Call<br>1-800-444-3333   | 1-800-877-4646 or<br>dial "00" for<br>immediate credit                       |
| Yes  | Yes  | Yes  |
| Call<br>1-800-282-0242   | Call<br>1-800-444-3333   | Call<br>1-800-877-4646   |
| N/A  | N/A  | N/A  |
| Yes<br>1-800-354-3335  | Yes<br>1-800-333-0700  | Yes<br>1-800-735-2988  |
| No Dir Asst Charge   | Yes  | Yes  |
| Yes  | Depends on<br>situation; call<br>1-800-735-2988                                    | Yes  |
| Yes  | Yes  | Yes  |
| Yes  | Yes  | Yes  |

## FACTORS TO REMEMBER

- BEFORE** you make a final decision, verify the rates and services by calling the toll free number listed in the chart. Also check in-state and international rates as well.
- TOLL FREE NUMBERS.** If the toll-free number listed does not work in your area, call toll-free long-distance information at 1-800-555-1212.
- EQUAL ACCESS CODES** are numbers dialed to use a long distance carrier if it's not your primary carrier. You can use any company serving your area by dialing the company's equal access code, then 1, area code and number. Code dialing is often valuable if rates change and you want to use another carrier, if your primary carrier is experiencing technical difficulties, or if for any other reason you don't want to use your primary carrier. Some companies require you to open an account before you can place a call using the code dialing method. Others do not. See Casual Calling below for details.
- CASUAL CALLING** is the ability to use a long distance carrier with code dialing but without the need for opening an account. If a company permits casual calling, you can use it simply by dialing the equal access code. You're billed for these calls by your local telephone company. Note that rates for casual calls may differ from rates for the same calls by the same company when it's the primary carrier.
- RATE/TIME PERIOD CHANGES.** Some companies' rates are based on the time period (Day, Evening, Night/Weekend) in which the call is started. Others change their rates for the call as the time period changes during the call's duration.
- SWITCHOVER FEES** are charged by your local telephone company for changing your primary carrier. You can change your primary carrier as often as you would like, but the fee for switching is usually between \$5 and \$15. Most companies will give credit against your long distance bill for the switchover fee. A company's official policy may differ from actual practice.
- 950 SERVICE** is a toll free access number used to reach the company while away from home or if you're not in an equal access area. A 950 call can also be made from most pay phones without depositing a coin. If you have a local measured service, a 950 call will not be charged as a local call.
- TTY (Text Telephone)** is a machine that employs graphic communication in the transmission of coded symbols through a wire or radio communications system. TTY means the same as "TT" and "TTD", or "telecommunications device for the deaf."

# RESIDENTIAL PLAN DESCRIPTIONS

## Standard Rates

**AT&T Dial-1** long distance service enables consumers to call anywhere in the United States and to over 280 countries and areas around the world. Around-the-clock customer service for billing and service inquiries is available in eight languages. AT&T provides 24-hour directory assistance for collect, person-to-person and billed-to-third party calls, dialing information, rate quotes, credit for misdialed calls, busy-line verification and emergency interrupt service. AT&T Operator Services for the Deaf provides the same services for users of text-telephones. AT&T Telecommunications Relay Service enables hearing- and speech-impaired customers using text-telephones to converse with others using standard telephones. AT&T provides special discounted prices on long-distance calls for consumers who are certified as disabled. AT&T has three calling periods for domestic calls: Day, Evening and Night/Weekend. Evening prices are, on average, 30% less than Day calls, Night/Weekend prices are, on average, 47% less than Day calls. AT&T also provides discounts on 10 holidays. When away from home, callers can ensure their calls are placed on the AT&T long distance network by dialing 1-800-CALL-ATT.

**LCI Basic** LCI's basic residential calling rates apply only to "casual" callers who have not directly contacted LCI to become a customer (i.e., they have subscribed to LCI through the local phone company). Callers who subscribe directly with LCI are automatically placed on the All America Plan (sm), the one and only residential plan marketed by LCI, featuring the simplicity of flat rates and savings through billing in six-second increments. Once identified and with customer permission, LCI places "casual" callers on the All America Plan.

**LDDS Dial USA** is an easy 1+ long distance service available to residential customers throughout the United States. Customers can call across the city, around the state or coast-to-coast, as well as internationally to more than 230 countries using simple dialing procedures. LDDS offers 24-hour, bilingual operators to assist customers in placing calls, setting up conference calls, or enjoying other LDDS services.

**Matrix Standard Basic** provides direct-dialed long distance service to anywhere in the U.S. and to more than 220 countries around the world. Matrix has three calling periods for domestic calls: day, evening and night/weekend. Features include Matrix Customer Service, available for call-credit, billing questions, rate quotes, Spanish and Korean language support, residential 800 service and free Matrix Calling Card for away-from-home calling. The Matrix Calling Card allows callers to place direct dial calls via toll-free access from anywhere in the U.S. and from over 49 countries to the rest of the world. Matrix Standard Basic has no monthly recurring charges or minimum usage requirements. Matrix Standard Basic customers can also save up to 35% with special holiday rates on designated holidays.

**MCI Dial-1** provides direct-dialed long distance service to and from anywhere in the United States, Puerto Rico and the U.S. Virgin Islands, as well as to over 250 countries around the world. MCI has three calling periods: day, evening and night/weekend. Customer Service is available for billing, service and other inquiries 24 hours a day, seven days a week. MCI Operators are also available 24 hours a day, 365 days a year for assistance with domestic and international collect, person-to-person and third-party billing. MCI Operators can also provide rate quotes, credits and domestic and

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# RESIDENTIAL PLAN DESCRIPTIONS

international dialing information. MCI offers operator services and customer service in 10 different languages. "Dial 1" customers receive up to 35% savings with special holiday rates on designated holidays. "Dial 1" may also be combined with MCI's Friends & Family, Friends & Family II and Best Friends.

**Sprint Standard** provides 1-plus dialing to anywhere in the U.S. and to more than 290 countries and locations around the world. Sprint has three calling periods for domestic calling: day, evening and night/weekend. Features include Sprint Customer Service, available 24 hours a day, 7 days a week in both English and other languages. Customer Service Representatives can provide immediate call credit, billing or balance due information, rate quotes, service availability and other assistance. Sprint Operators are also available 24 hours a day for any special calling needs. Sprint's FONCARD and Voice FONCARD are available for away-from-home calling, including special features such as conference calling, message delivery, and International Access for calling from international destinations to the U.S.

## Flat-Rate Plans

**LCI All America Plan** provides one simple calling plan to meet the needs of residential customers. The All America Plan provides flat rates, which vary only by the time of day a call is placed, and features six-second increments (rather than rounding calls up to the next full minute). According to industry analysts, six-second rounding can reduce the number of minutes consumers are billed each month by up to 10%. The All America Plan requires no enrollment fees, monthly fees or monthly minimums. Other features of the All America Plan include World Card Plus, a calling card featuring flat rates, billing in six-second increments and a 35 cent surcharge. In addition, LCI offers its residential customers a Home 800 number and bills customers for this flat-rate service only when it is used. Finally, LCI residential customers automatically qualify for the Holiday Calling Program, which offers 30 minutes of interstate calling at one penny-per-minute on eight designated holidays during the year. LCI customer service representatives are available to assist callers 24 hours a day, seven days a week, 365 days a year.

**LDDS Home Advantage** offers residential customers direct dial calling anywhere in the USA, as well as to over 220 countries worldwide. Simple, flat-rate pricing and two rate periods ensure an easy to understand monthly bill. Rate reductions during off-peak hours, when most residential calls occur, offer maximum savings. Security codes are available to prevent unauthorized use, and a vanity feature provides easy-to-remember numbers for kids away at school, or elderly relatives in other locations. These services may be combined with the OnLine Calling Card, with its voice messaging features and surcharge-free domestic calling.

**Sprint Sense** is a simple, straightforward calling plan that gives a clear bottom line price for long distance calls. From 7PM to 7AM Monday through Friday, and all day Saturday and Sunday, all state-to-state calls are only 10 cents per minute. All state-to-state calls placed during the day are only 22 cents per minute. With this flat rate per minute, Sprint customers know exactly what they will pay for each call. In-state calls are based on the same time periods with the same single rate, which is state-specific. Direct-dial, FONCARD and operator-assisted calls receive the benefit of the two time periods and simple low rates. A monthly fee of \$3 will apply to customers who spend less than \$25 a month, this monthly fee is waived for customers who sign up for Sprint Sense before May 1, 1995.



# RESIDENTIAL PLAN DESCRIPTIONS

## Discount Plans Based on How Much You Call

**AT&T True USA (sm)** provides customers with discounts on monthly usage based on the amount the customer spends each month on AT&T long distance calls anywhere in the U.S. Members receive a 30% discount on monthly bills of \$75 or more, a 20% discount on bills of \$25 to \$74.99, and a 10% discount on bills of \$10.00 to \$24.99. Qualifying calls include domestic direct-dialed, AT&T Calling Card and operator-handled calls. There are no sign-up fees, monthly charges or calling circles. AT&T's standard rates apply when members make less than \$10.00 in qualifying calls in a given month.

**AT&T True Savings** offers savings of 25 or 30% for program members who spend at least \$10 a month on qualifying domestic AT&T calls. Members receive a 30% discount on monthly bills of \$50 or more and a 25% discount on bills of \$10 to \$49.99. Qualifying calls include domestic direct-dialed, AT&T Calling Card and operator-handled calls. There are no sign-up fees, monthly charges or calling circles. AT&T's standard rates apply when members make less than \$10.00 in qualifying calls in a given month.

**Matrix SmartWorld Basic** provides automatic discounts on all direct-dialed long distance calls to anywhere in the U.S., and to more than 220 countries around the world. SmartWorld Basic customers receive an additional 5% discount on all usage starting in the 7th month of service. Matrix has three calling periods for domestic calls: day, evening and night/weekend. Features include 24-hour Matrix Customer Service, available for call-credit, billing questions, rate quotes, Spanish and Korean language support as well as other inquiries; residential 800 service; and a free Matrix Calling Card for away-from-home calling. The Matrix Calling Card allows callers to place direct-dial calls via toll-free access from anywhere in the U.S. and from over 49 countries to the rest of the world. Operator assist/help desks are also available 24 hours a day, 365 days a year for calling card calls from over 69 countries to the U.S. and Canada. Billing is rendered via the local telephone company for the customer's convenience of writing a single check for both local and long distance service. There are no monthly recurring charges, sign-up fees or minimum usage. SmartWorld Basic customers can also save up to 35% with special holiday rates on designated holidays.

**Sprint The Most II** offers volume discounts, and is designated for those spending \$30 or more per month in domestic long distance calling. There is no monthly fee, and the savings are automatic. Consumers can call any time of the day to receive the volume discounts—there are no restrictions. The following discounts apply: 20% discount off all domestic calls at home/away from home when spending \$30.00-\$74.99; 30% discount off all domestic calls between \$75.00-\$149.99, 35% discount off all domestic calls totalling \$150 or more. In state, state-to-state, international calls, FONCARD calls, Voice FONCARD calls and operator-assisted calls contribute toward the \$30 spending requirement.

## Discounts Plans Based on Who or Where You Call

**AT&T Select Saver (sm)** offers special prices for consumers who make frequent calls to a specific area code. From Monday through Friday, 5 PM to 8 AM, and all day Saturday and Sunday, subscribers pay 12 cents a minute for calls to their selected area code. Calls to that area code are 21 cents a minute when placed Monday through Friday, 8 AM to 5 PM. Select Saver subscribers also receive a 5% discount on state-to-state, direct-dialed calls to area codes other than their selected one. The monthly fee for Select Saver is \$1.90.

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